

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2016

00243

BFWE-014 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : *All questions are compulsory. All questions carry equal marks.*

1. Define marketing. Explain the different elements of marketing. 10

2. Explain the Ansoff product-market expansion matrix with the help of an example. 10

3. What is marketing environment ? Explain the various forces in marketing environment. 10

4. Discuss the four major bases on which a consumer market can be segmented. 10

5. What is the difference between a convenience product, a shopping product, a speciality product and an unsought product ? Give an example of each. 10
 6. Describe the various types of marketing channels for consumer goods with examples. 10
 7. What is advertising ? How is it different from sales promotion ? 10
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